



PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

CIRCULAR NO. 437

October 1, 1974

TO CUSTOMERS SERVICED BY OUR JERSEY CITY WAREHOUSE.

We are pleased to announce the introduction on October 21, 1974 of BENSON & HEDGES 100's FLIP TOP BOX REGULAR and MENTHOL cigarettes in your area.

BENSON & HEDGES 100's FLIP TOP BOX will find a ready acceptance in the New York market. BENSON & HEDGES is a fast growing brand in the fast growing 100mm category; and more people, especially women, are switching to box packings daily. New York is America's No. 1 Flip Top Box market and BENSON & HEDGES is America's leading 100mm cigarette.

DETAILS OF THE BENSON & HEDGES 100's FLIP TOP BOX INTRODUCTION

PRODUCT:	100 millimeter FLIP TOP BOX; Regular and Menthol
LIST PRICE:	\$11.80 per thousand cigarettes
NORMAL TERMS:	2% cash discount if paid within 14 days plus 1% anticipation discount if payment received within 10 days of the normal delivery date as shown on our invoice.
PACKING:	6,000 cigarette (30 cartons) per case
ITEM NUMBER UPC:	Regular - 00416 Menthol - 00426

SPECIAL INTRODUCTORY OFFERS AND INTRODUCTORY TERMS

To enlist your cooperation in obtaining retail distribution of new BENSON & HEDGES 100's FLIP TOP BOX we are making available to you the option of either of the following introductory offers during the introductory period of October 21, 1974 through November 8, 1974:

\$3.00 per 6M case (fifty cents per thousand) on BENSON & HEDGES 100's FLIP TOP BOX REGULAR or BENSON & HEDGES 100's FLIP TOP BOX MENTHOL

OR

\$4.50 per 6M case (seventy five cents per thousand) if you purchase BOTH BENSON & HEDGES 100's FLIP TOP BOX REGULAR and BENSON & HEDGES 100's FLIP TOP BOX MENTHOL during the introductory period.

These introductory offers apply to that quantity invoiced to you during the introductory period - up to but not in excess of your allocation. Your Philip Morris representative will advise you of the quantity allocated to you.

Instead of our normal terms, we will allow you a cash discount of 3% on allocation shipments made during this introductory period if payment is received within 30 days of the normal delivery date as shown on our invoice.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U. S. A.
A Division of Philip Morris Inc.

MARLBORO BENSON & HEDGES PARLIAMENT VIRGINIA SLIMS MULTIFILTER ALPINE PERSONNA BLADES

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